

MARCH 2026

Marketing Insights Newsletter of Marketing360.in

# PANORAMA

## MARKETING 360°



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## WHAT IS MARKETING 360°?

Everything you're looking out to quench your curiosity about marketing, whether it's marketing concepts, latest trends, news, brand stories, innovative campaigns, or buzz-worthy advertisements, we've got you covered. marketing360.in is your one-stop solution to look forward to.



# GLOBAL NEWS

## GLOBAL ECONOMIC CHANGES IN MARCH: UNDERSTANDING THEIR IMPACT ON INDIA

### ► WHY GLOBAL EVENTS MATTER

The global economy is deeply interconnected. Events in one part of the world, such as geopolitical tensions, trade disruptions, or technology competition can quickly affect other countries. In March, several global developments showed how changes in energy markets, supply chains, and global trade could influence India's economy and businesses.

### ► RISING OIL PRICES

Rising tensions in West Asia have increased concerns about global oil supply. A key risk is the Strait of Hormuz, through which nearly 20% of the world's oil trade passes. Since India imports about 89–90% of its crude oil, higher global oil prices can significantly increase the country's import bill and fuel inflation.

### ► COMPANIES MOVING MANUFACTURING FROM CHINA

Many global companies are reducing their dependence on China and adopting a "China+1 strategy", shifting manufacturing to countries like India and Vietnam. For example, Apple Inc. now produces about 25% of its global iPhones in India, assembling nearly 55 million devices in 2025. India's electronics exports reached about \$38.6 billion in 2024–25, showing how global supply chain shifts are strengthening manufacturing and exports.

### ► SHIPPING PROBLEM IN GLOBAL TRADE

Ongoing security concerns in the Red Sea have disrupted shipping routes through the Suez Canal, which carries about 12% of global trade. Since nearly 40% of India's trade with Europe uses this route, longer shipping routes are increasing logistics costs for Indian exporters.

### ► GLOBAL COMPETITION IN SEMICONDUCTOR PRODUCTION

Countries are investing heavily in semiconductor production, which powers electronics, cars, and AI technologies. India currently imports most of its chips but has announced \$10 billion in incentives to attract semiconductor manufacturing and strengthen its technology industry.



### KEY INSIGHTS

India imports nearly 90% of its oil, making it vulnerable to global energy price shocks

Global companies shifting production from China are helping boost India's manufacturing and exports

Shipping disruptions on key trade routes are increasing logistics costs for Indian exporters

The global semiconductor race is pushing India to build its own chip manufacturing ecosystem

# GOVT NEWS



वस्त्र मंत्रालय  
MINISTRY OF  
TEXTILES

## GOVERNMENT UNVEILS MAJOR TEXTILE INITIATIVES TO STRENGTHEN INDIA'S TEXTILE INDUSTRY

### ➤ Introduction

A meeting on textile sector proposals outlined in the Union Budget 2026–27 was held in Mumbai. The discussion was chaired by Neelam Shami Rao from the Ministry of Textiles and included senior officials, representatives from state governments, and members of textile industry groups. The meeting focused on reviewing proposed schemes and exploring coordination between stakeholders for their implementation.

### ➤ Policy Explanation

During the meeting, several textile-related initiatives were discussed. Samarth 2.0, a skill development programme, is expected to train a large number of individuals over the next five years. The National Fibre Scheme (2026–2031) aims to boost domestic fibre production and reduce import dependence. The Textile Expansion and Employment (TEEM) Scheme will support modernization of textile clusters. Additionally, plans include expanding Mega Textile Parks and continuing support for traditional sectors through the National Handloom and Handicraft Programme (NHHP).

### ➤ Industry Impact

These proposed measures are likely to influence different segments of the textile industry, including weaving, processing, and garment manufacturing. Improvements in skills training, infrastructure, and access to raw materials may affect productivity levels and employment patterns, depending on how the initiatives are implemented.

### ➤ Marketing Perspective

From a business standpoint, factors such as sustainability, fibre quality, and production standards are becoming increasingly relevant in international markets. The extent to which these initiatives align with global requirements may shape how Indian textile products are positioned abroad.



Neelam Shami

### KEY INSIGHTS

Large training program for textile workers through Samarth 2.0

Focus on increasing fibre production in India

Modern textile clusters to boost jobs and investment

Strong support for handloom and handicraft sectors



# INDUSTRIAL TRENDS

## INDIA'S LPG SUPPLY SITUATION: HOW HOUSEHOLDS & INDUSTRY ARE ADAPTING

### WHY THIS MATTERS NOW

If you struggled to get an LPG cylinder in March, you weren't alone. Delivery delays hit homes and restaurants alike. The government stepped in with emergency measures, and now both families and eateries are rethinking how they use cooking gas.

### THE SUPPLY PICTURE

India has over 333 million LPG customers, under the Ujjwala scheme. Nearly 60% of our LPG is imported most through the Strait of Hormuz. When tensions spiked there, supply lines took a hit. Reserves can cover only about 60 days of normal use.

### WHAT THE GOVERNMENT DID

Refineries were ordered to maximize LPG output production jumped 25 - 40% within weeks, easing the shortage. Commercial supply to industries like steel and textiles has been restored to 70% of normal levels. Families with piped gas (PNG) now have 90 days to switch, freeing cylinders for rural homes.

### HOW PEOPLE & BUSINESSES ARE ADAPTING

Households now pay ₹913 for a 14.2 kg cylinder up ₹60 from March. But the real blow has landed on restaurants, hotels, and roadside eateries. A 19 kg commercial cylinder now costs ₹2,078 after two price hikes in a month. With margins already thin, many small eateries are struggling to absorb the extra cost. Some have raised menu prices others are switching to biomass, kerosene, or even coal to keep their stoves burning.

### IMPACT ON THE LPG INDUSTRY

Oil marketing companies (IOCL, BPCL, HPCL) bore heavy losses on subsidized cylinders while import costs rose. Distributors faced erratic supplies, exposing gaps in storage. On the positive side, India is diversifying imports (US, Norway, Canada) and using a digital code system to stop black-marketing making the industry more resilient.



### KEY INSIGHTS

India imports nearly 60% of its LPG through the Strait of Hormuz, making supply vulnerable to global shocks.

The government boosted domestic production and is shifting PNG households to cylinders to prioritize rural areas.

Restaurants and small eateries have been hit hardest, facing two sharp price hikes in a month many are switching to cheaper alternatives like biomass to survive.

# ECONOMICS DECLASSIFIED

## Rising Oil Prices: A Growing Risk for India's Economy

### Global Tensions Pushing Oil Prices Higher

March has brought an important development for the global economy. Rising tensions in West Asia, particularly involving Iran, have increased fears of disruptions in oil supply. A key concern is the Strait of Hormuz, a narrow sea route through which around 20% of the world's oil supply passes. Because of these concerns, the price of Brent crude oil has moved closer to \$100 per barrel.

### India's Heavy Dependence on Imported Oil

India imports nearly 89-90% of the crude oil it consumes, making it one of the largest oil-importing countries in the world. When global oil prices rise, India has to spend significantly more to purchase oil from international markets. Since oil is bought using US dollars, higher oil imports can increase India's import bill and put pressure on the Indian rupee.

### Impact on Economic Growth

Higher oil prices can also affect economic growth. Experts estimate that a 10% increase in global oil prices may reduce India's GDP growth by about 0.2-0.3 percentage points. Although India's economy is expected to grow by around 7.2%, sustained high oil prices could slow this momentum.

### Rising Costs for Businesses and Consumers

Oil is used in transportation, manufacturing, and agriculture. When fuel becomes expensive, the cost of transporting goods and running factories also increases. Businesses often pass these higher costs to consumers, which leads to higher prices for everyday goods and services, contributing to inflation.

### Why Oil Prices Matter for India

Economists estimate that every \$1 increase in oil prices can raise India's import bill by about \$1.8 billion annually. This highlights how closely India's economic stability is linked to global energy markets.



### KEY INSIGHTS

India imports nearly 90% of its crude oil, making the economy sensitive to global price changes

Around 20% of global oil trade passes through the Strait of Hormuz, a region affected by Middle East tensions

Rising oil prices increase India's import bill, inflation, and pressure on the rupee

Energy price shocks can slow economic growth and increase the cost of living



The Taste of India

# BCG-MATRIX ANALYSIS



← RELATIVE MARKET SHARE

HIGH

LOW



Products: Amul Ice Cream, Amul Kool (Flavoured Milk), Probiotic Yogurt

Products: Amul Protein Milk, Lactose-Free Milk, Organic Milk

- These products are Stars because demand is growing fast and Amul has a strong market presence.
- Amul Ice Cream holds around 40- 45% market share in India and benefits from the rapidly growing ice-cream market, which reached about ₹312 billion in 2025.
- Rising demand for ready-to-drink dairy beverages and probiotic products also supports growth.

- These products target growing health and wellness dairy markets.
- Rising fitness awareness and protein consumption increase demand.
- However, higher pricing and lower consumer awareness limit their current market share.



Products: Amul Butter, Milk, Cheese, Ghee

Products: Amul Chocolates, Ready-to-Eat Foods

- These products operate in mature dairy markets and generate steady revenue.
- Amul Butter has around 85-86% market share in India.
- Amul Cheese holds about 65-75% share, while packaged milk has around 26-30% share.
- Amul processes over 35 million litres of milk daily, showing its large-scale operations.

- These products face strong competition from brands like Cadbury and Nestlé.
- Amul's brand is mainly associated with dairy products, making snack markets harder to compete in.
- Therefore, these products contribute less to Amul's overall revenue and growth.

↑ MARKET GROWTH

HIGH

LOW

# BRAND IN TALK



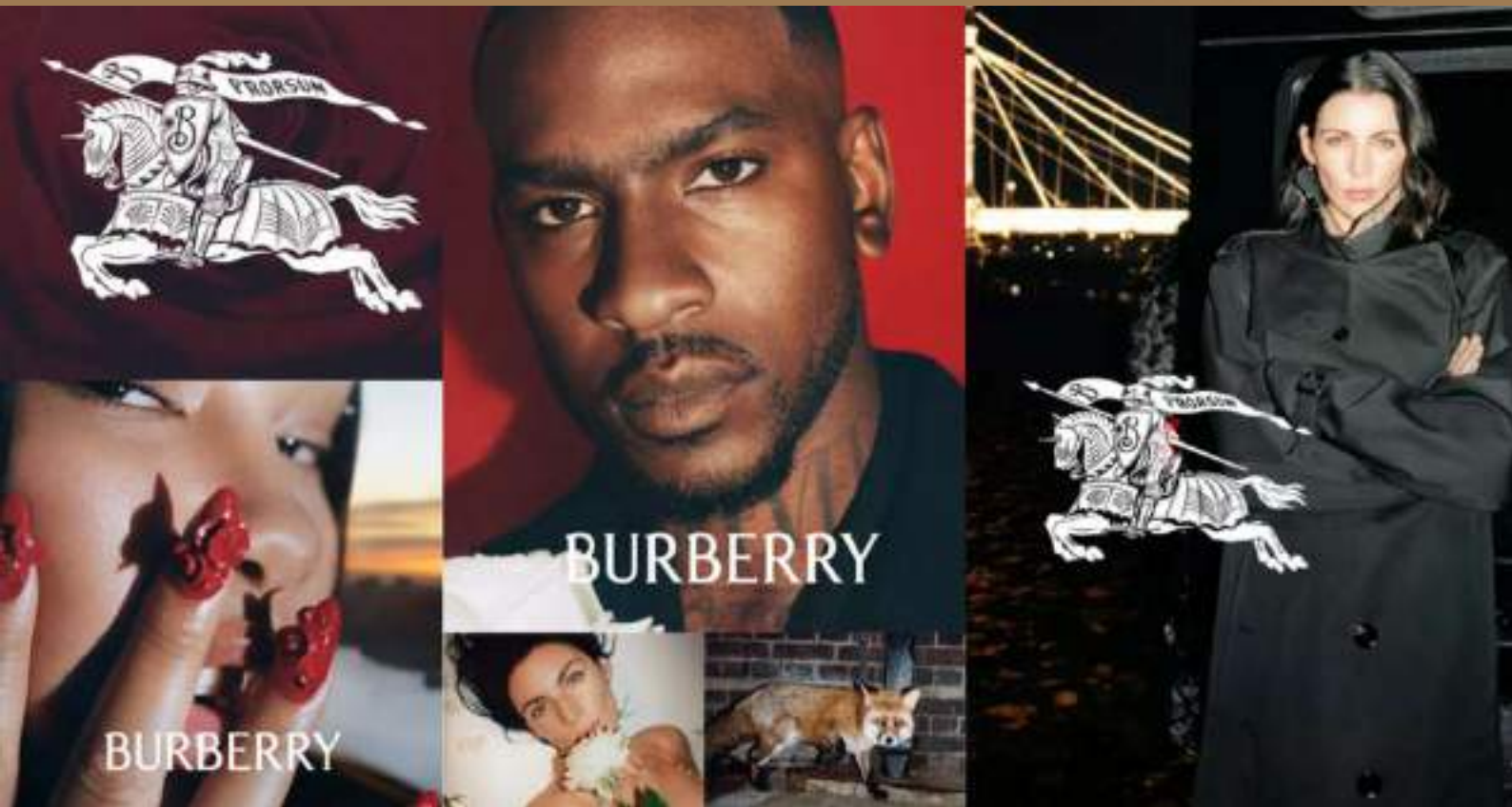
## Burberry's 170th Anniversary Campaign and the Changing Luxury Fashion Market

The global luxury fashion industry is known for combining tradition with modern trends. Many fashion brands today are focusing on their heritage to connect with younger consumers while still maintaining their legacy. A clear example is Burberry's 170th-anniversary campaign in February 2026 called "The Trench, Portraits of an Icon." Instead of launching many new products, the brand highlighted its historic trench coat and reminded consumers of its long legacy. This approach reflects a growing trend where fashion brands use storytelling and history to strengthen their identity in a highly competitive market.



## Brand Journey

The Burberry story began in 1856, but its real breakthrough came in 1879 when Thomas Burberry invented gabardine, a fabric that was water-resistant yet breathable. This innovation led to the creation of the trench coat, originally designed for British soldiers during World War I. Many features like epaulettes (for rank), storm flaps (for protection), and D-rings (for carrying gear) made it highly functional. After the war, the coat moved into civilian life, and it was later popularized by Hollywood icons, turning it into a symbol of elegance and mystery. In the campaign, Burberry presented this journey as "living heritage," proving that the trench coat is not just clothing, but a cultural icon.



## Market Strategy

Burberry used a mix of storytelling and modern influence to market the campaign. It featured 23 global personalities, including Kate Moss and Kendall Jenner, each showcasing their personal connection with the trench. The brand also launched around 200 “Scarf Bars” globally to improve in-store experience and highlight heritage products. Under its “Burberry Forward” strategy, the company shifted away from fast-changing trends and refocused on timeless outerwear. This created a strong emotional connection with customers while maintaining luxury positioning.

## Market Impact

The results were impressive. Burberry recorded a 2% growth in comparable retail sales in Q2 FY26, marking its first positive rise in two years. Outerwear and scarves dominated performance, contributing nearly 45-46% of weekly revenue during the campaign period. The company also achieved a major turnaround in profitability, reporting £19 million in operating profit compared to earlier losses.

With plans to save £80 million through efficiency improvements, investor confidence also increased. Overall, the campaign showed that focusing on a single iconic product when backed by strong storytelling can successfully drive both brand value and financial recovery.

### KEY INSIGHTS

**Burberry reflects a shift toward monetizing heritage over constant product innovation.**

Focusing on iconic products can drive higher engagement and revenue concentration.

Luxury buying is increasingly driven by emotion and brand storytelling.

Multi-generational influencers help bridge legacy appeal with Gen Z relevance.

# CAMPAIGN BREAKDOWN

## McDonald's Buddy Meal: A Nostalgia Marketing Win



### MCDONALD'S RECREATES 2011 AD

In March 2026, McDonald's India launched the Buddy Meal, a ₹119 value combo for two with burgers, fries, and drinks, aimed at friends and couples. The campaign brought back Sara Arjun from a popular childhood McDonald's ad, recreating the same setting and dialogue style with the characters now grown up, creating nostalgia and recognition.

### CONSUMER INSIGHT

The campaign is based on a clear behavioural insight: young consumers, especially friends and couples, often choose quick-service restaurants for casual, spontaneous meet-ups. Affordability matters, and relatable conversations with humour make ads feel more natural and engaging.



### THE IDEA

Instead of creating a new narrative, the brand revisits a familiar moment and continues it years later. This uses memory-based brand recall, helping consumers reconnect quickly with the brand. The dialogue also reflects modern relationship humour, such as references to "princess treatment," keeping the story culturally relevant.

### EXECUTION

The campaign features a short ad recreating the earlier commercial. The playful conversation between the couple makes it relatable, while the Buddy Meal bundles existing menu items into a simple combo designed for sharing.

### IMPACT

The familiar setup made the campaign instantly recognisable online, generating conversations among viewers who remembered the earlier ad. This increased engagement and helped the Buddy Meal stand out in a crowded quick-service restaurant market.



## WHY IT WORKED

The campaign worked by aligning three key principles: emotional recall through familiar moments, cultural relevance with modern relationship humour, and value perception, as the ₹119 price makes the offer practical and accessible.



## CONCLUSION

The Buddy Meal campaign shows how effective marketing combines storytelling with clear value. By linking a familiar memory with a relatable present-day moment and an attractive price, McDonald's keeps the brand memorable when consumers look for an affordable meal with a friend or partner.

## KEY INSIGHTS

**Nostalgia recall:** Bringing back Sara Arjun reconnects audiences with McDonald's

**Consumer behaviour:** Friends and couples prefer affordable quick-service meet-up meals

**Strong value:** The ₹119 Buddy Meal highlights affordability and sharing

Tapping into one of  
marketing's most  
powerful tactics:

Nostalgia.

# DID YOU KNOW



## THE DAY MAGNUM MADE LONDON'S SUBWAY SMELL LIKE CHOCOLATE

Did you know a subway tunnel in London once smelled like chocolate as part of an advertisement? Most advertising today relies heavily on visual cues - billboards, social media reels, banners, and digital ads. But one of the most powerful human senses is smell, because it is deeply linked to memory and emotions. Think about it: The smell of your grandmother's kitchen, the scent of petrol after rain, A familiar perfume. These scents instantly trigger memories, and this is exactly what sensory marketing aims to tap into.



### WHAT HAPPENED?

On 9th March 2026, ice cream brand Magnum Ice Cream launched an unusual marketing activation in one of the busiest tunnels of King's Cross St Pancras Underground Station in London. Instead of traditional ads, the brand pumped the scent of chocolate through the commuter tunnel. At the same time, speakers played a "cracking" sound, mimicking the famous bite into Magnum's chocolate shell. The idea was simple: that commuters wouldn't just see the ad - they would experience it.

### DATA BEHIND MAGNUM'S MARKETING

This campaign wasn't just a creative stunt. Magnum has previously used data-driven marketing, combining retail sales data, weather signals, and contextual targeting.

This approach has helped the brand achieve:

- 30% incremental sales lift in targeted regions
- 65% improved cost efficiency



### WHAT DIDN'T GO AS PLANNED

The chocolate scent mixed with tunnel smells, and staff complained that it drifted into their break rooms. Some commuters loved it, while others found it overwhelming. Magnum quickly adjusted the scent intensity in real time based on feedback.



### KEY INSIGHTS

Magnum Ice Cream turned a tunnel at King's Cross St Pancras Underground Station into a chocolate-scented ad experience

Smell along with sound marketing created stronger emotional recall than visual ads

Magnum's data-driven targeting has delivered 30% sales lift and 65% efficiency gains

Mixed commuter reactions but global buzz amplified the campaign's reach

Real time adjustments highlight the importance of agility in modern marketing

# NETFLIX

## CASE IN POINT



### NETFLIX: FROM DVD RENTALS TO GLOBAL STREAMING GIANT

Netflix was founded as an online DVD rental company in the United States by Reed Hastings and Marc Randolph in 1997. Instead of visiting physical stores, customers could order DVDs online and receive them by mail. The idea focused on convenience and removing late fees that frustrated many movie renters. By 2002, Netflix had already crossed 1 million subscribers, proving there was strong demand for a more flexible way to access entertainment.

#### ENTERING THE STREAMING ERA

As internet usage increased, Netflix introduced online streaming. This allowed users to watch movies and shows instantly on their computers and later on smart TVs and mobile devices. This shift changed Netflix from a rental company into a digital entertainment platform. By 2010, Netflix had over 20 million subscribers, driven largely by the growing popularity of streaming.



#### TIMELINE

20  
07



20  
13

#### INVESTING IN ORIGINAL CONTENT

Netflix released its first original series, House of Cards. This was a major strategic move. Instead of depending only on external studios, Netflix began creating its own exclusive shows and movies. Global hits like Stranger Things, Money Heist, and Squid Game attracted millions of viewers worldwide and strengthened Netflix's brand identity.



### GLOBAL EXPANSION

Netflix expanded its services to over 190 countries, making it one of the most widely available entertainment platforms. The company also started producing local-language content such as Spanish, Korean, and Indian shows to connect with regional audiences.

2016

NETFLIX



2020

### STREAMING BECOMES THE NEW NORMAL

During the pandemic, people spent more time at home, and streaming consumption grew rapidly. Netflix added over 36 million new subscribers in 2020 alone, strengthening its position as one of the leading entertainment platforms worldwide.

### WHY NETFLIX'S SUCCESS MATTERS

#### Changing Viewing Habits:

Netflix shifted audiences from traditional TV schedules to on-demand content, enabling viewing anytime, anywhere.

#### Content Personalization:

Netflix uses algorithms to recommend shows based on viewing history about 80% of watched content comes from personalized suggestions.

#### Global Storytelling:

By investing in regional content, Netflix made stories from different countries globally accessible. Shows like Squid Game reached over 100 million viewers within weeks.



### KEY INSIGHTS

Netflix succeeded by putting consumer needs first, offering convenience, on-demand access, and personalized recommendations

Adaptability was key, Netflix evolved from DVD rentals to streaming and invested in original content to stay ahead

A global yet local approach expanding worldwide while creating regional content helped Netflix connect with diverse audiences and scale globally

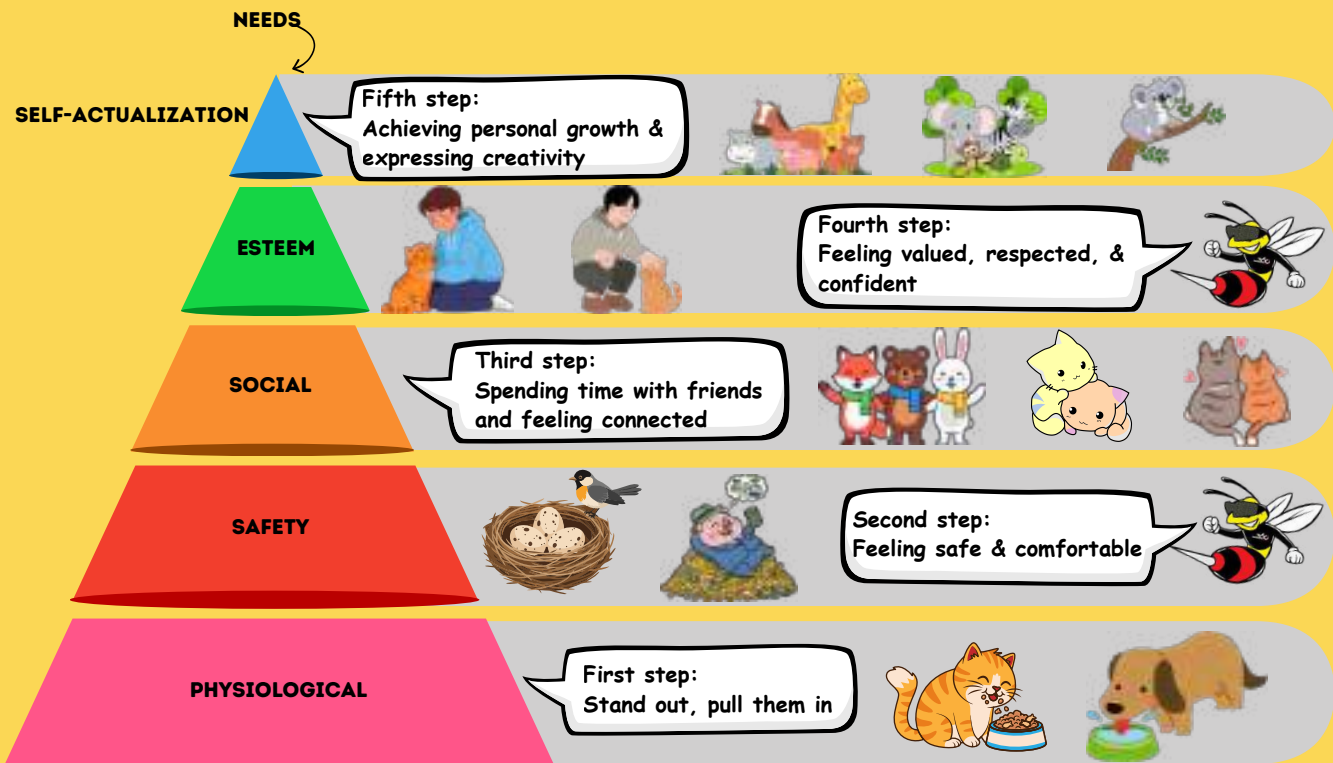
### MARKETING & BUSINESS IMPLICATIONS

During the pandemic, people spent more time at home, and streaming consumption grew rapidly. Netflix added over 36 million new subscribers in 2020 alone, strengthening its position as one of the leading entertainment platforms worldwide.

# M-LINGO TOONS

## TALES FROM THE HIVE UNDERSTANDING MASLOW'S HIERARCHY OF NEEDS

Tina the Tiger has opened a new jungle café selling food, drinks, and cozy seating. Some animals only come to eat, some stay longer to relax.



Exactly. When businesses understand customer needs, they can create better experiences.



Maslow's Hierarchy of Needs shows that people make choices based on the different levels of needs. Businesses that understand these needs can connect better with their customers.



DISCOVER SOMETHING NEW HERE TO MAKE YOUR LIFE EASIER!



# THE TEAM

## GRAPHICS TEAM



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**Tirth  
Dave**



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**Vanshita  
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**Umang  
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**Manaswi  
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**Taha  
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## MARKETING 360°



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